

## IN THE CLAIMS

Change the claims to read as shown below.

### Change to:

1 - 153. (cancelled without prejudice)

154. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor in at least one computer to perform a data preparation method, comprising: integrating a plurality of data from a plurality of organization related systems using xml and a common schema to support organization processing where xml further comprises an xml metadata.

155. (new) The computer readable medium of claim 154, wherein a common schema includes an organization designation.

156. (new) The computer readable medium of claim 175, wherein an organization designation is a division, a company, a multi-company corporation or a value chain.

157. (new) The computer readable medium of claim 154, wherein a common schema includes a data dictionary.

158. (new) The computer readable medium of claim 154, wherein a data dictionary defines standard data attributes selected from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

159. (new) The computer readable medium of claim 154, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

160. (new) The computer readable medium of claim 154, wherein at least a portion of the data are from an Internet or an external database.

161. (new) The computer readable medium of claim 154, wherein the data preparation method further comprises converting data to match a common schema defined by an xml metadata and storing the converted data in a central application database.

162. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor in at least one computer to perform a data processing method, comprising:

- using metadata mapping to integrate a plurality of data from a plurality of organization systems in accordance with xml and a common schema to support organization processing

- where metadata mapping is guided by a metadata mapping table and

- where a computer readable medium comprises a plurality of intelligent agents.

163. (new) The computer readable medium of claim 162, wherein at least some data are pre-specified for integration.

164. (new) The computer readable medium of claim 162, wherein a plurality of integrated enterprise data are converted and stored in an application database in accordance with a common schema.

165. (new) The computer readable medium of claim 162, wherein a set of integration and conversion rules are established using a metadata and conversion rules window and saved in a metadata mapping table.

166. (new) The computer readable medium of claim 162, wherein a user identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof as part of a metadata mapping operation.

167. (new) The computer readable medium of claim 162, wherein a data method further comprises storing a plurality of converted data in one or more tables to support organization processing.

168. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor in at least one computer to perform an organization management method, comprising:

using at least a portion of the integrated data of claim 162 to create one or more systems for organization management by learning from the data, and making the one or more systems available for review and use

where the one or more systems for organization management further comprise a system for making recommendation regarding a purchase or a sale of organization equity and systems selected from the group consisting of one or more category of value modeling and simulation systems, one or more component of value modeling and simulation systems, a market value modeling and simulation system, one or more network modeling and simulation systems, one or more optimization modeling and simulation systems, one or more value chain modeling a simulation systems, a management reporting system, a list of changes that will optimize one or more aspects of organization financial performance and combinations thereof

where a computer readable medium further comprises a plurality of intelligent agents, and

where the one or more aspects of organization financial performance are selected from the group consisting of revenue, expense, capital change, current operation value, real option value, market sentiment value, market value and combinations thereof.

169. (new) The computer readable medium of claim 168, wherein the one or more systems for organization management are made available for review using an electronic display, a paper document or combinations thereof.

170. (new) The computer readable medium of claim 168, wherein the common schema defines common attributes selected from the group consisting of data structure, organization designation, data dictionary and combinations thereof.

171. (new) The computer readable medium of claim 170, wherein the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, organization designations, time periods, units of measure and combinations thereof.

172. (new) The computer readable medium of claim 170, wherein the data structure is a hierarchy.

173. (new) The computer readable medium of claim 168, wherein a list of changes that will optimize one or more aspects of organization financial performance are selected from the group consisting of changes to: alliance value drivers, brand value drivers, channel value drivers, customer value drivers, customer relationship value drivers, employee value drivers, equipment value drivers, intellectual property value drivers, partnership value drivers, process value drivers, production equipment value drivers, vendor value drivers, vendor relationship value drivers, organization equity and combinations thereof.

174. (new) The computer readable medium of claim 168 that learns the relative importance of the different elements of value, categories of value and enterprises in determining organization financial performance as required to support the development of one or more systems for organization management.

175. (new) A program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform the method steps in a data processing method, comprising:

- using metadata mapping to integrate a plurality of data from a plurality of enterprise related systems, user input and an Internet in accordance with xml and a common schema to support organization processing,
- searching for a plurality of keywords on the Internet,
- storing a location for each identified keyword,
- counting and classifying each stored keyword,
- creating keyword performance indicators, and
- developing a model of organization financial performance by category of value that incorporates one or more keyword performance indicators

- where metadata mapping is guided by a metadata mapping table,
- where a plurality of keywords and classification information are obtained from user input, and
- where a metadata and conversion rules window is used to establish a metadata mapping table.

176. (new) The program storage device of claim 175, wherein at least some data are pre-specified for integration and conversion

177. (new) The program storage device of claim 175, wherein a plurality of integrated enterprise data are stored in an application database in accordance with a common schema.

178. (new) The program storage device of claim 175, wherein a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

179. (new) The program storage device of claim 175, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

180. (new) The program storage device of claim 175, wherein a data processing method further comprises storing a plurality of converted data in one or more tables to support organization processing.

181. (new) The program storage device of claim 175, wherein at least some data are pre-specified for integration and conversion.

182. (new) The program storage device of claim 175, wherein at least a portion of the data are obtained from an Internet or an external database.